

BAILEY/HOWE REFERENCE ANALYTICS: WHAT TWO YEARS OF DATA IS TELLING US

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WHAT WE KNOW

In AY 2010-2011 and AY 2011-2012:

- 1,986,178 patrons
- 4,146 hours on reference desk
- 13,817 reference transactions*

*not including Government Documents/Maps or Special Collections

REFERENCE ANALYTICS



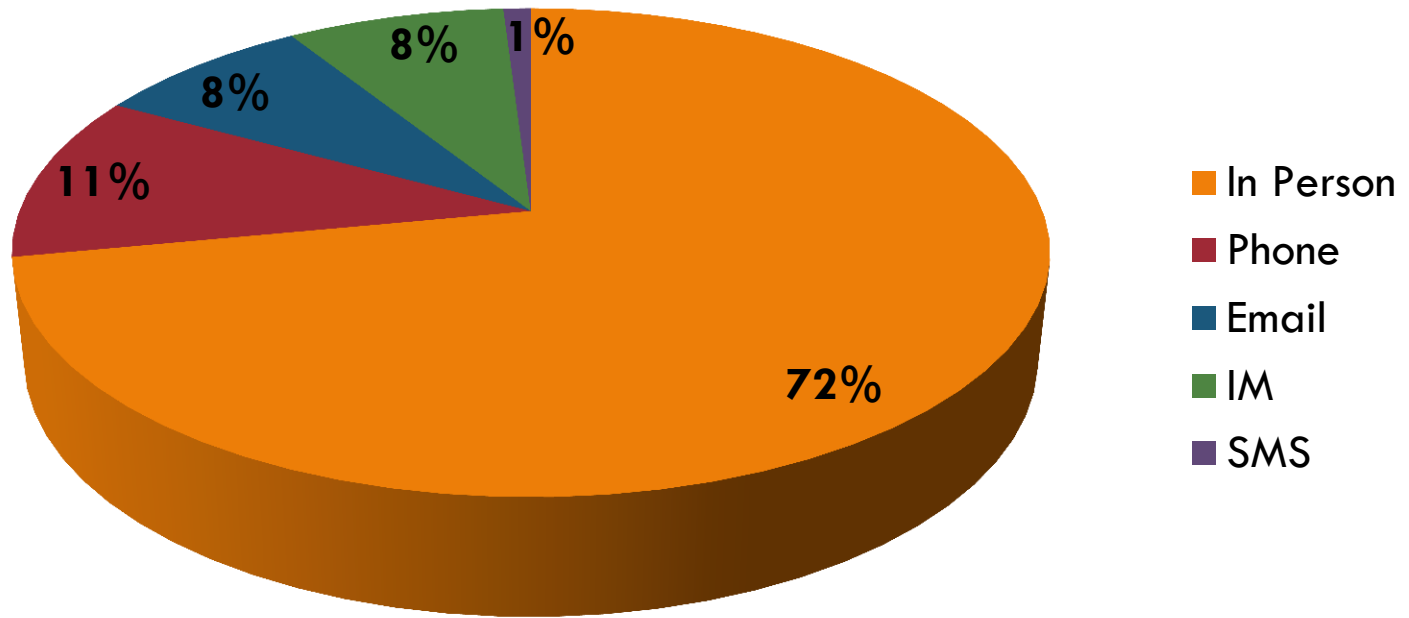
For each reference transaction, we capture:

- location of transaction
- mode of transaction
- length of transaction*
- type of transaction
- date and time

*not a required field

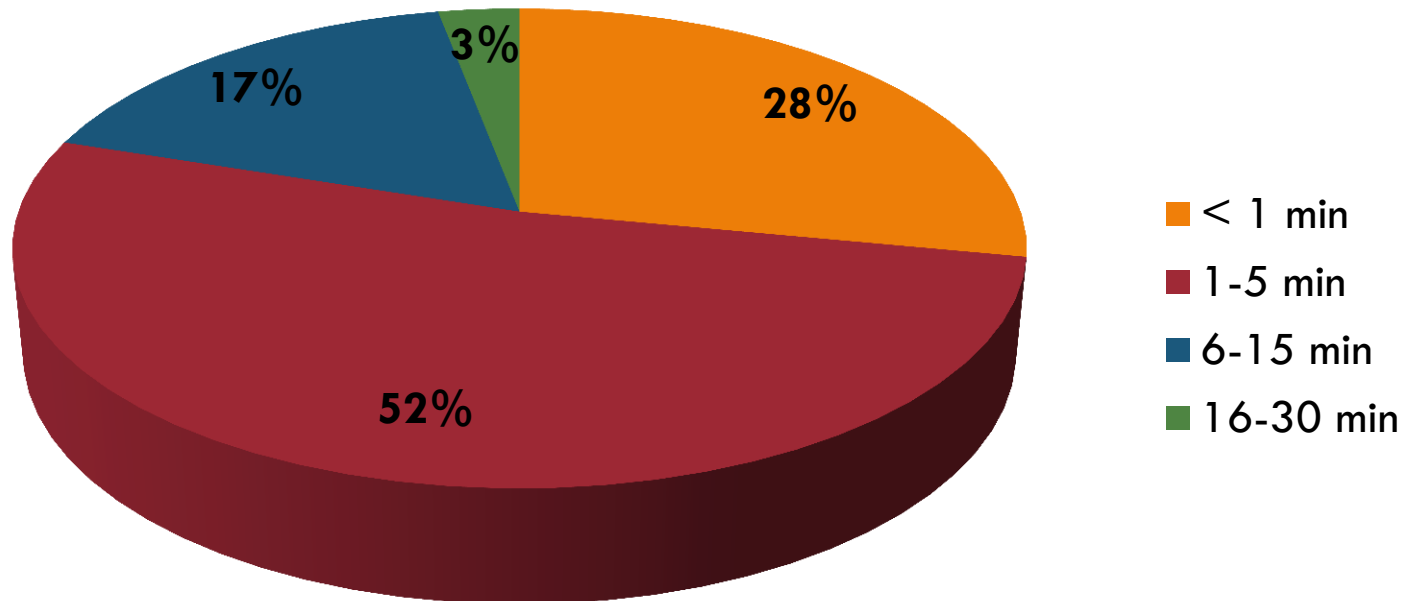
MODE OF TRANSACTIONS

AY 2010-2011 and AY 2011-2012



LENGTH OF TRANSACTIONS

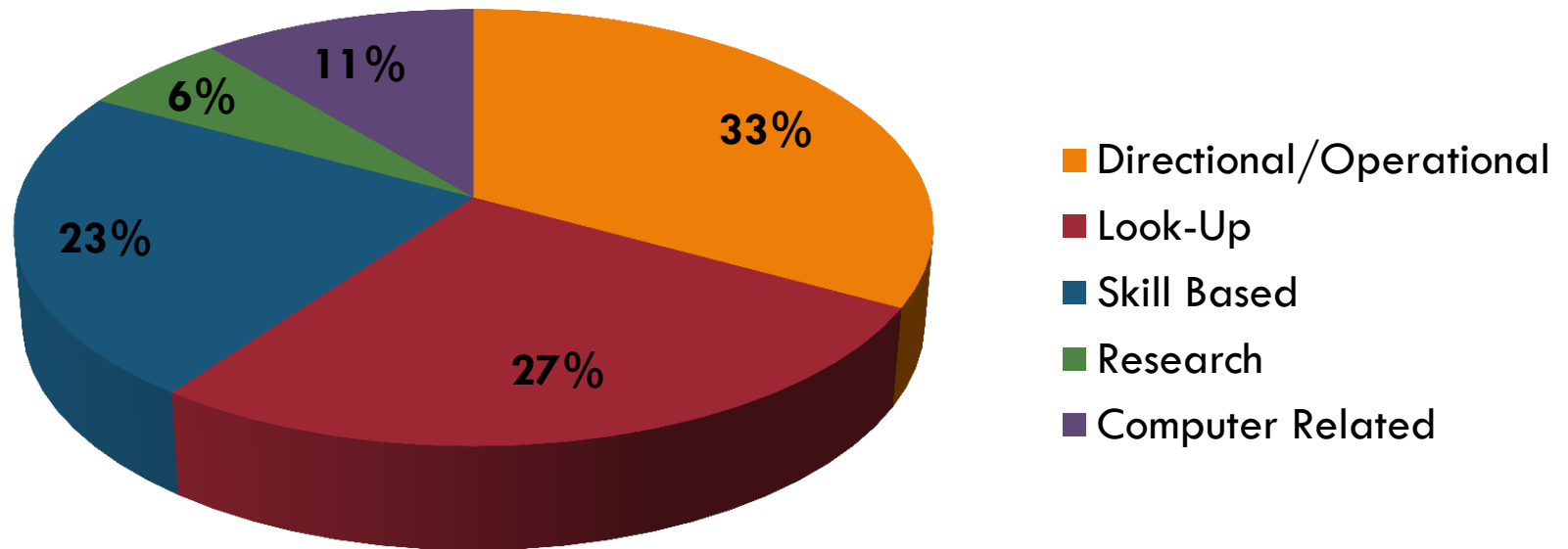
AY 2010-2011 and AY 2011-2012



*not a required field during this period of study

TYPE OF TRANSACTIONS

AY 2010-2011 and AY 2011-2012



TIME DISTRIBUTION OF TRANSACTIONS

AY 2010-2011 and AY 2011-2012

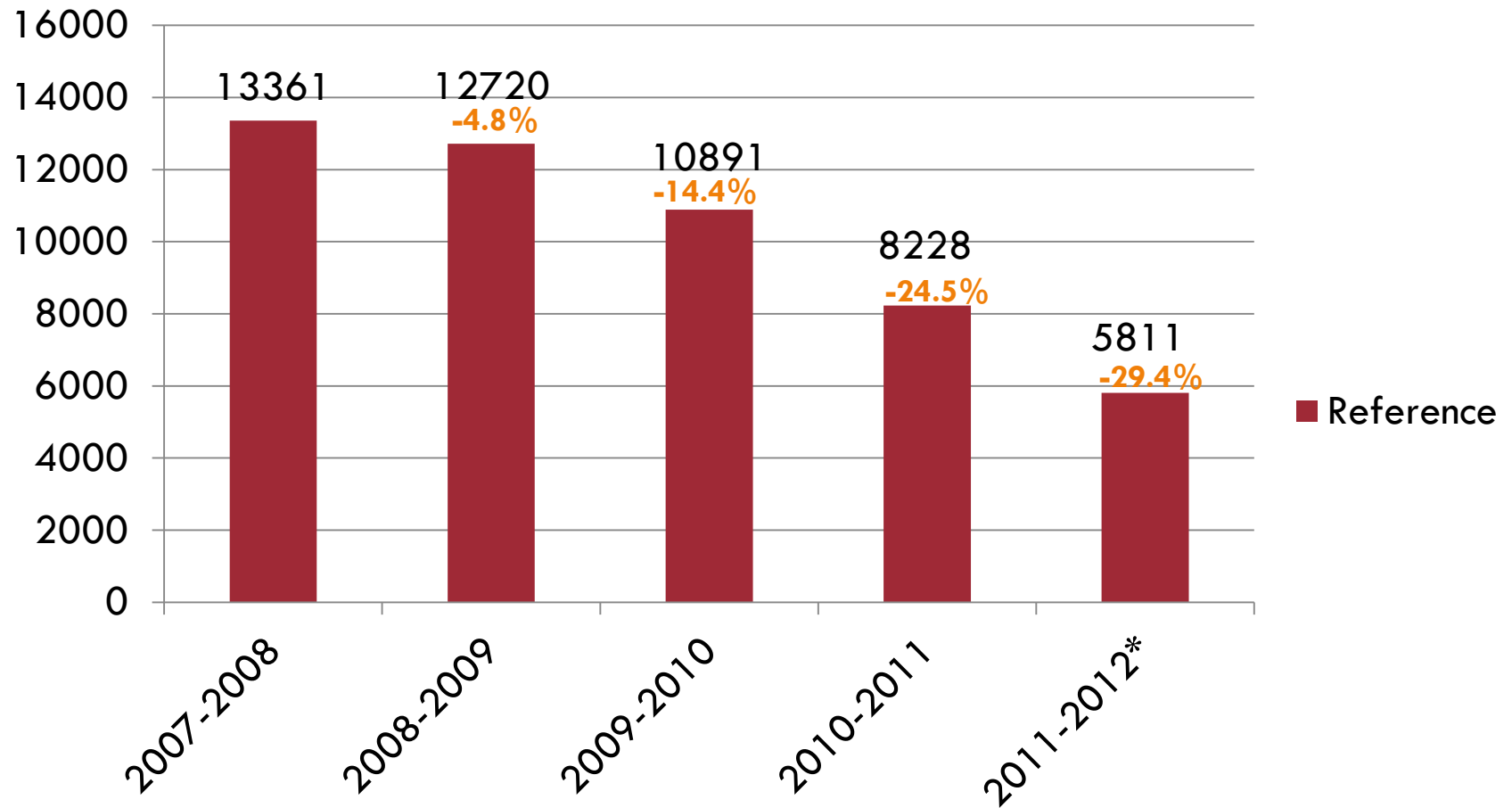
	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7	7-8	8-9	TOT
M	164	224	304	296	327	331	252	211	202	119	123	130	2683
Tu	210	263	349	364	300	327	288	275	187	161	108	133	2965
W	204	278	307	283	335	360	299	244	197	173	130	144	2954
Th	209	224	275	278	276	286	225	180	143	106	75	76	2353
F	155	204	210	247	199	200	199	172					1586
Sa					12	10	8	7					37
Su					225	213	183	126	123	88	96	90	1114
TOT	942	1193	1445	1468	1674	1727	1454	1215	870	647	532	573	13712



TRENDS IN DATA

TOTAL REFERENCE TRANSACTIONS

AY 2007-2008 to 2011-2012



TIME DISTRIBUTION OF TRANSACTIONS

AY 2010-2011 and AY 2011-2012

Fall AY 2010-2011

	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7	7-8	8-9
M	42	68	93	90	89	94	63	45	49	34	43	51
Tu	50	58	77	101	87	72	69	76	61	56	40	27
W	75	86	103	88	96	99	84	78	44	32	40	31
Th	47	57	109	65	73	95	76	48	46	28	17	9
F	41	52	46	84	58	60	71	50				
Sa												
Su					70	67	45	45	38	23	17	25
TOT	255	321	428	428	473	487	408	342	242	173	157	143

TIME DISTRIBUTION OF TRANSACTIONS

AY 2010-2011 and AY 2011-2012

Spring AY 2010-2011

	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7	7-8	8-9
M	32	42	70	73	79	71	69	46	47	30	22	31
Tu	31	61	77	83	63	74	78	53	42	16	25	36
W	47	52	52	58	75	94	81	52	51	39	40	57
Th	45	44	62	85	67	63	54	48	36	30	28	33
F	29	49	34	49	36	42	35	30				
Sa												
Su					49	63	44	20	36	23	28	22
TOT	184	248	295	348	369	407	361	249	215	138	143	179

TIME DISTRIBUTION OF TRANSACTIONS

AY 2010-2011 and AY 2011-2012

Fall AY 2011-2012

	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7	7-8	8-9
M	46	50	56	77	50	69	63	58	44	32	31	28
Tu	62	63	71	82	63	72	55	58	31	40	25	38
W	37	56	59	56	74	78	61	43	39	49	24	31
Th	57	56	45	49	61	51	46	40	37	22	18	19
F	39	44	54	55	48	49	31	31				
Sa												
Su					57	54	55	38	29	33	31	27
TOT	241	269	285	319	353	373	311	268	182	176	129	143

TIME DISTRIBUTION OF TRANSACTIONS

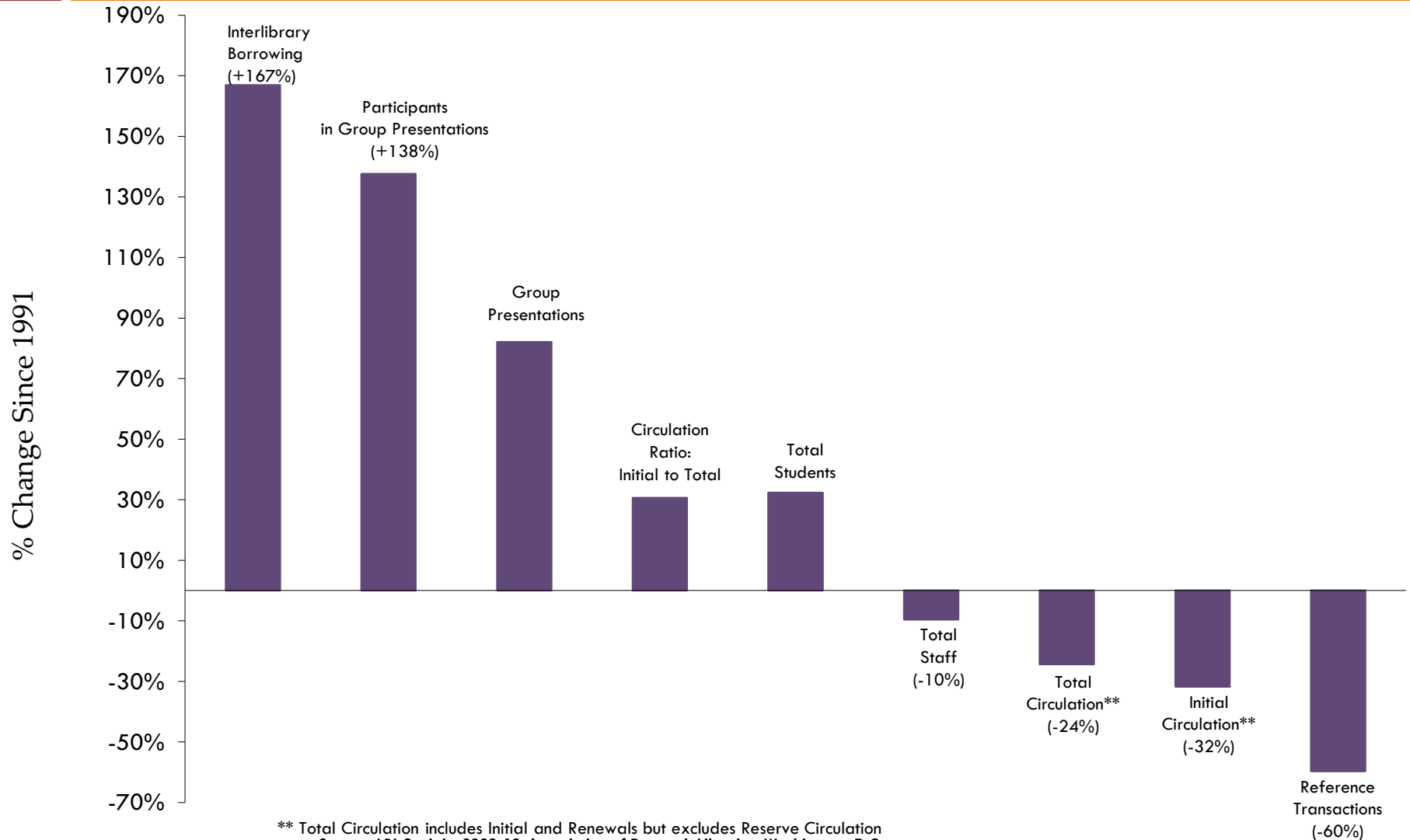
AY 2010-2011 and AY 2011-2012

Spring AY 2011-2012

	9-10	10-11	11-12	12-1	1-2	2-3	3-4	4-5	5-6	6-7	7-8	8-9
M	26	43	50	41	66	74	41	47	41	17	27	20
Tu	38	45	85	67	57	64	43	56	36	33	18	32
W	22	38	46	47	64	60	50	48	40	43	26	25
Th	39	42	35	56	51	52	37	24	24	26	12	15
F	24	40	49	37	42	38	41	44				
Sa												
Su					49	29	39	23	20	9	20	16
TOT	149	208	265	248	329	317	251	242	165	128	103	108

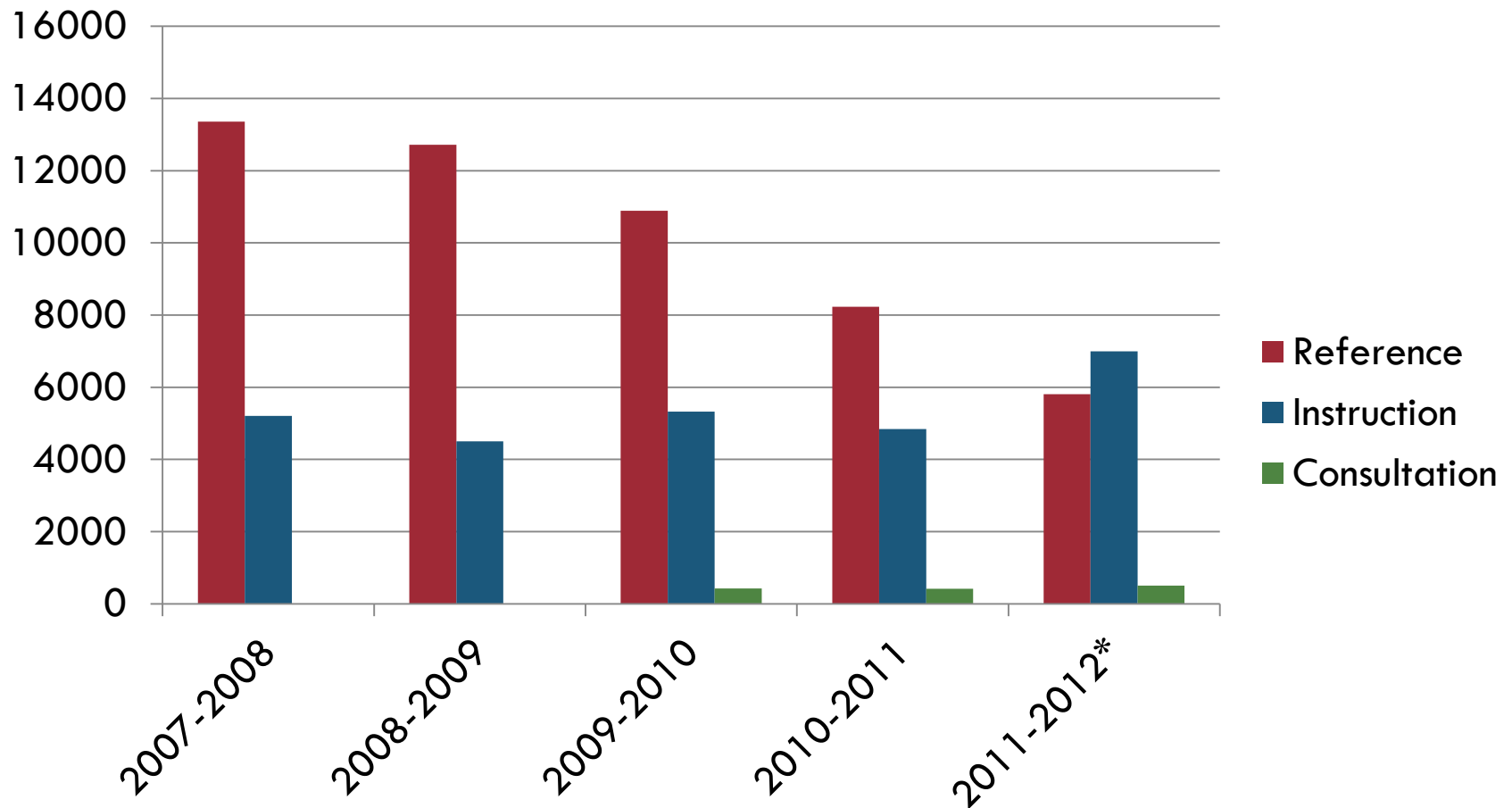
SERVICE TRENDS IN ARL LIBRARIES

1991-2010



REFERENCE, INSTRUCTION & CONSULTATION

AY 2007-2008 to 2011-2012



* Instruction does not include Workshops, Orientations, Credit-Bearing Courses, or Non-Personal Instruction (e.g. creating LibGuides or assignments)

LOOKING FORWARD



- ❑ Statistics, we need more statistics!
- ❑ Promotion of services
- ❑ Alternative reference models

FOR BEDTIME READING



Full report available at:

<http://tinyurl.com/BermanRefAnalytics>

Raw data available at:

<http://dvn.iq.harvard.edu/dvn/dv/eaberman>